

**DECLARATION AND POWER OF ATTORNEY FOR PATENT  
APPLICATION**Attorney Docket No. 99-836

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name,

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

**A METHOD FOR EVALUATING CUSTOMER VALUE TO GUIDE LOYALTY  
AND RETENTION PROGRAMS**

the specification of which (check one) [  ] is attached hereto. [  ] was filed on \_\_\_\_\_ as Appln. Serial No. \_\_\_\_\_ and was amended on \_\_\_\_\_ (if applicable). I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is material to the patentability of this application in accordance with Title 37, Code of Federal Regulations, Section 1.56(a).

I hereby claim foreign priority benefits under Title 35, United States Code, Section 119 of any foreign application(s) for patent or inventor's certificate listed below and have also identified any foreign application for patent or inventor's certificate having a filing date before that of the application on which priority is claimed:

<input type="checkbox"/> Prior Foreign Application(s)	<u>Priority Claimed</u>
(Number)	[ <input type="checkbox"/> ] Yes [ <input type="checkbox"/> ] No
	(Country)
	(Day/Month/Year filed)

I hereby claim the benefit under Title 35, United States Code, 119(e) of any United States provisional applications(s) listed below.

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(Application Number)

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(Filing Date)

I hereby claim the benefit under Title 35, United States Code, Section 120 of any United States application(s) listed below and insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code, Section 112, I acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, Section 1.56 which occurred between the filing date of the prior application and the national or PCT international filing date for this application:

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(Appln. Serial No.)

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(Filing Date)

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(Status--patented, pending, abandoned)

Attorney Docket No. 99-836

I hereby appoint the following attorney(s) and/or agent(s) to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith:

**Leonard C. Suchyta, Reg. No. 25,707, Floyd E. Anderson, Reg. No. 33,825 and W. Eric Webostad, Reg. No. 35,406**

Address all telephone calls to W. Eric Webostad at telephone no. (781) 466-4013

Address all correspondence to Leonard C. Suchyta  
GTE Service Corporation  
600 Hidden Ridge, HQE03G13  
Irving, TX 75038

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

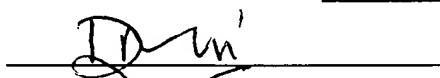
FULL NAME OF SOLE OR FIRST INVENTOR James Howard Drew

Inventor's signature  Date June 7, 2000

Residence Boxborough, Massachusetts Citizenship USA

Post Office Address 85 Cobleigh Rd., Boxborough, MA 01719

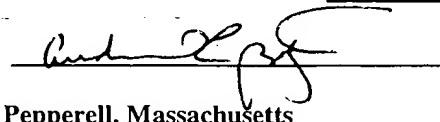
FULL NAME OF SECOND INVENTOR Denkanikota R. Mani

Inventor's signature  Date JUNE 07, 2000

Residence Boxborough, Massachusetts Citizenship India

Post Office Address 261 Burroughs Rd., Boxborough, MA 01719

FULL NAME OF THIRD INVENTOR Andrew Louis Betz III

Inventor's signature  Date June 12, 2000

Residence Pepperell, Massachusetts Citizenship USA

Post Office Address 35 Bancroft St., Pepperell, MA 01463

Attorney Docket No. 99-836

**FULL NAME OF FOURTH INVENTOR**

Piew Datta-Read

Inventor's signature

URTH INVENTOR Purna Datta-Read Date June 8, 2000

Residence Acton, Massachusetts

Date

Post Office Address **115 Nonset Path, Acton, MA 01720**

Citizenship USA

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